

IN THE CLAIMS

Please amend the claims of the present application as follows wherein new text is indicated with underlining and deleted text is indicated with ~~striketrough~~ or ~~[[double-brackets]]~~:

1. (Currently Amended) A computer-implemented system to detect outlying behavior in a network-based marketplace, the computer-implemented system including:

a collection module to

~~automatically~~ collect attribute information for a first plurality of sellers that

includes a first seller, and ~~[[to]]~~

store the attribute information in a storage device;

a computing module to ~~automatically~~ compute peer information associated with a second

plurality of sellers, ~~wherein the first plurality of sellers includes~~ the second plurality

of sellers comprising a subset of said first plurality of sellers, and wherein the peer

information ~~is automatically~~ computed comprising statistics computed from the

attribute information for the second plurality of sellers;

a comparison module to ~~automatically~~ compare the peer information associated with the

second plurality of sellers with attribute information for the first seller; and

a detection module to ~~automatically~~ detect outlying behavior by the first seller based on

the comparison.

2. (Currently Amended) The computer-implemented system of claim 1, wherein the first plurality of sellers includes sellers that have listed an item for sale, via the network-based marketplace ~~marketplace~~, in a first category of items.

3. (Currently Amended) The computer-implemented system of claim 1, wherein the attribute information includes at least one of information to open a listing, information to close a listing and feedback information.

4. (Currently Amended) The computer-implemented system of claim 3, wherein the detection module is to ~~automatically~~ detect at least one of a fraudulent activity and a customer segmentation activity.

5. (Currently Amended) The computer-implemented system of claim 1, wherein the attribute information includes information pertaining to a plurality of attributes.

6. (Currently Amended) The computer-implemented system of claim 5, wherein the computing module is to compute the peer information as a standard deviation and a mean.

7. (Currently Amended) The computer-implemented system of claim 1, wherein the second plurality of sellers is an average seller peer group, and the comparison module is to classify the first seller as an average seller.

8. (Currently Amended) The computer-implemented system of claim 1, wherein the second plurality of sellers is a high value peer group, and the comparison module is to classify first seller is classified as high value seller.

9. (Currently Amended) The computer-implemented system of claim 1, wherein the second plurality of sellers is associated with a first country, and the comparison module is to associate the first seller with the first country.

10. (Canceled)

11. (Currently Amended) A method to detect outlying behavior in a network-based marketplace, the method including:

~~automatically~~ collecting attribute information for a first plurality of sellers that includes a first seller; ~~[[and]]~~

storing the attribute information in a storage device;

~~automatically~~ computing peer information associated with a second plurality of sellers, ~~wherein the first plurality of sellers includes~~ the second plurality of sellers comprising a subset of said first plurality of sellers, ~~and wherein~~ the peer information is ~~automatically~~ computed comprising statistics computed from the attribute information for the second plurality of sellers;

~~automatically~~ comparing the peer information that is associated with the second plurality of sellers with attribute information that is for the first seller; and

~~automatically~~ detecting outlying behavior by the first seller based on the comparison.

12. (Original) The method of claim 1, wherein the first plurality of sellers that have listed an item for sale, via the network-based marketplace, in a first category of items.

13. (Original) The method of claim 1, wherein the attribute information includes at least one of information associated with opening a listing, information associated with closing a listing and information associated with feedback.

14. (Original) The method of claim 3, wherein the detecting of outlying behavior is utilized to detect at least one of a fraudulent activity and a customer segmentation activity.

15. (Original) The method of claim 1, wherein the attribute information includes information pertaining to a plurality of attributes.

16. (Original) The method of claim 5, wherein the computing of the peer information includes computing a standard deviation and a mean.

17. (Original) The method of claim 1, wherein the second plurality of sellers is an average seller peer group and the first seller is an average seller.

18. (Original) The method of claim 1, wherein the second plurality of sellers is a high-value peer group and the first seller is classified as high value.

19. (Original) The method of claim 1, wherein the second plurality of sellers is associated with a first country, and the comparison module is to associate the first seller with the first country.

20. (Canceled)

21. (Currently Amended) A system to detect outlying behavior in a network-based marketplace, the system including:

a first collection means to ~~automatically~~ collect attribute information for a first plurality of sellers that includes a first seller; ~~and to~~

storage means to store the attribute information in a storage device;

a second computation means to ~~automatically~~ compute peer information associated with a second plurality of sellers, ~~wherein the first plurality of sellers includes the second plurality of sellers comprising a subset of said first plurality of sellers, and wherein the peer information is automatically computed comprising statistics computed from the attribute information for the second plurality of sellers;~~

a third comparison means to ~~automatically~~ compare the peer information that is associated with the second plurality of sellers with attribute information that is for the first seller; and

a fourth detection means to ~~automatically~~ detect outlying behavior by the first seller based on the comparison.

22. (Currently Amended) A machine readable medium storing a set of instructions that, when executed by the machine, cause the machine to:

~~automatically to~~ collect attribute information for a first plurality of sellers that includes a first seller; ~~and to~~

store the attribute information in a storage device;

~~automatically~~ to compute peer information associated with a second plurality of sellers,
wherein the first plurality of sellers includes the second plurality of sellers comprising
a subset of said first plurality of sellers, and wherein the peer information is
~~automatically~~ computed comprising statistics computed from the attribute information
for the second plurality of sellers;
~~automatically~~ to compare the peer information that is associated with the second plurality
of sellers with attribute information that is for the first seller; and
~~automatically~~ to detect outlying behavior by the first seller based on the comparison.